JALECO

JALECO USA, INC.
310 ERA DRIVE
NORTHBROOK, ILLINOIS 60062
(708) 480-1811

JALECO™

In sight, sound and style, the most realistic rendition of roundball ever!

On the playground, it's a whole new game!

HOOPS is like no sports video game you've ever seen. It takes basketball to the playground, where it's a half court game of fast hands, faster moves and in-your-face dunks and defense. With sound and graphics so lifelike, you'll think you're there!

Playground players!

Choose sides from the legends of the playground: Mr. Doc, Jammer, Legs, Bomber, Wiz, eight players in all. Like real life, each has his own unique strengths, weaknesses and "style." Onscreen profiles of individual players are available to help you choose.

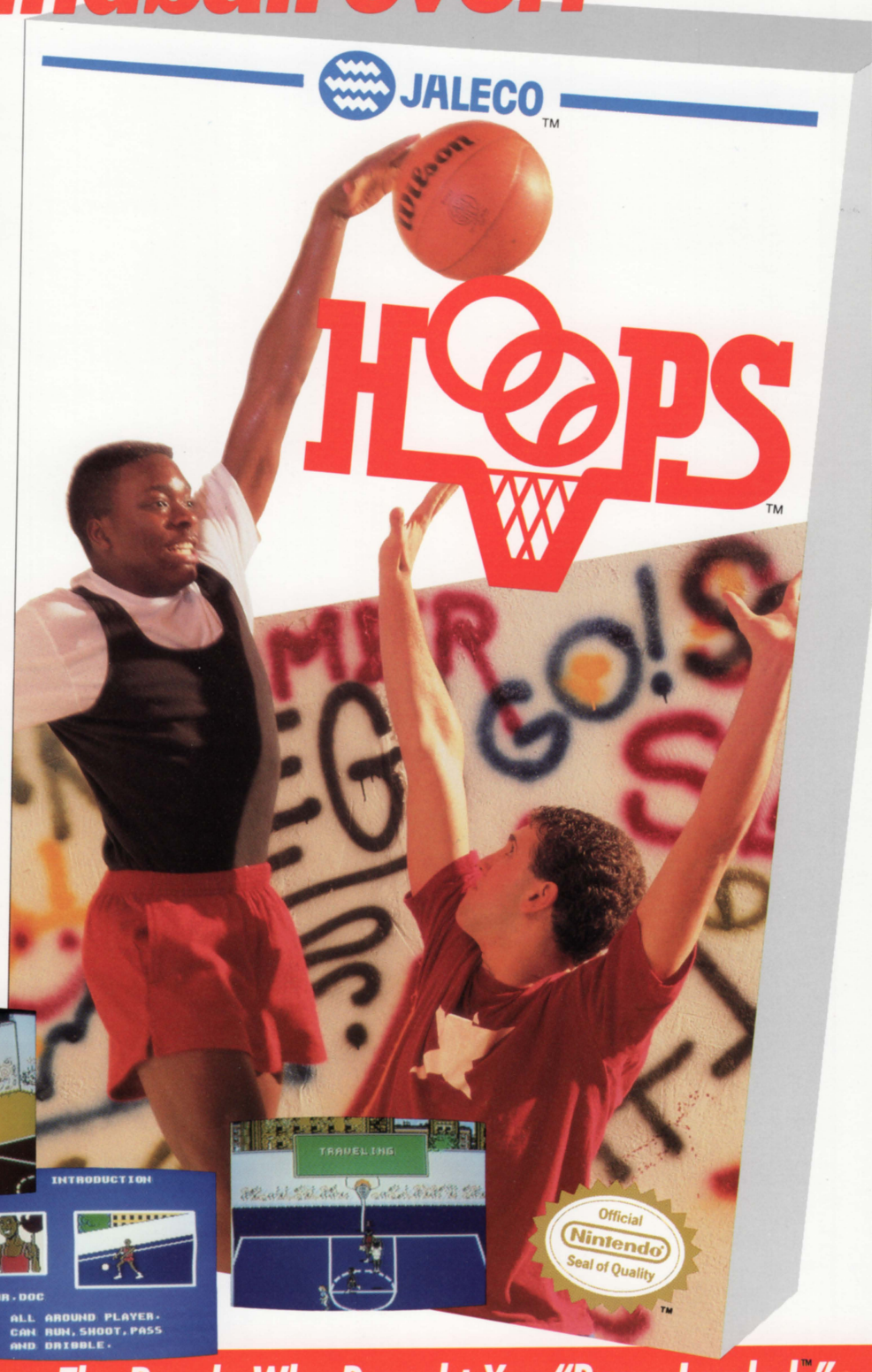
Playground rules!

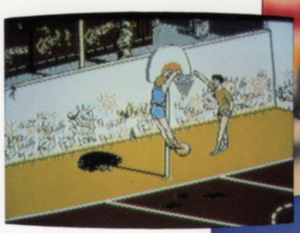
One-on-one or two-on-two. East Side or West Side court. Losers outs or make-it-take-it. Play up to 10, 15, 20 or 25. You can play against the computer or one other player. Or team up with another player against the computer. You can even select the "WATCH" mode, then sit back and enjoy a computer-controlled game featuring your favorite players!

Playground action!

You can block shots, make steals, pass off or go strong to the hoop. In fact, you control just about *everything* in this roundball classic.

And that's just one more reason why it's sure to be one of the best-selling sports games in the history of home video. If you want basketball at its best, you've just got to have HOOPS!





JALECO™
JALECO U.S.A. INC.
5617 West Howard Street • Niles, Illinois 60648
(312) 647-7077

Another Great Sports Game From The People Who Brought You "Bases Loaded™."

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JALECO™

How do you top the greatest game in Nintendo® baseball history? Here's how.

BASES LOADED II™
The Second Season

Jaleco does it again!

If you thought the smash hit "BASES LOADED"™ was exciting, you ain't seen nothin' yet. Because "BASES LOADED II: THE SECOND SEASON" delivers even more nail-biting action and incredible baseball realism than the original. With a dozen diversely talented clubs vying for divisional crowns, league championships, and a World Series ring, this amazing new title has "WINNER" written all over it!

Introducing the amazing Jaleco Player Performance System!

- Each player has a statistical "computer history," and goes through streaks and slumps—just like real life ballplayers!
- Pitchers are rated in four different skills categories so every one is different: lefties and righties, junkballers, sidearmers, flamethrowers. And you control them all!

Incredible new action and game options!

- Outfielders leap high to snare long drives, while infielders dive deep in the hole to stab "seeing eye" grounders.
- Stolen bases, wild pitches, passed balls, and pickoff plays.
- Juggle lineups, change pitchers, and make every move in the book to outpitch, outhit and outwit your opponent.

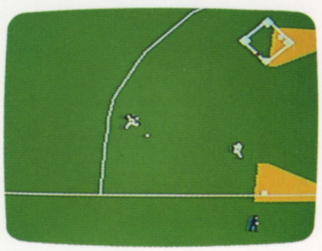
New onscreen features and perspectives, too!

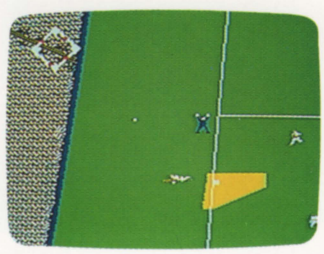
- Detailed individual statistics right down to the player's biorythm—daily condition—appear right onscreen whenever a new batter steps into the box or a new pitcher takes the rubber!
- Dramatic new field perspectives simulate the breathtaking camera angles of network TV baseball broadcasts.
- Real voice "announcer" calls balls, strikes, and plays at every base.

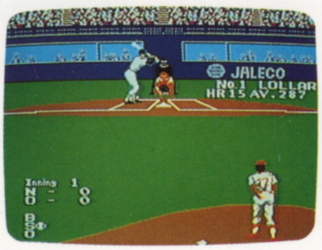
Standing room only in every store!

By now, everybody in the video game business knows how popular "BASES LOADED" was, and still is, with Nintendo players of all ages. But once word gets out that the "SECOND SEASON" is at hand—with twice the talent, tension, and graphics magic of the original—you can bet Jaleco will have yet another record-setter. So make sure YOU have plenty of copies on hand. Because when the "SECOND SEASON" gets underway, your selling season begins!

ANOTHER "HALL OF FAME" GAME FROM THE GREATEST NAME IN HOME VIDEO SPORTS...







Official Nintendo Seal of Quality

JALECO U.S.A. INC.
5617 West Howard Street
Niles, Illinois 60648
(312) 647-7077

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JALECO™

Jaleco™ and Louisville Slugger® Team Up In the "BATTER UP" Sweepstakes!

Jaleco brings another *big hit* to your video game shelves with a tie in with the famous Louisville Slugger® bat. Your customers will find sweepstakes and entry forms inside each BASES LOADED II: Second Season package. All BASES LOADED II packages will be flagged front and back. Step up to the plate and join in the excitement.

GRAND PRIZE

Trip to Louisville and special tour of the factory. See how Louisville Slugger® bats are made and get your own personalized bat. Includes airfare for 2, one night double room accommodation and meals.

FIRST PRIZE

25 Louisville Slugger® personalized bats

SECOND PRIZE

50 Batting Gloves

THIRD PRIZE

100 Louisville Slugger® T-Shirts

Jaleco™ and Louisville Slugger® reserve the right to substitute product of equal or of greater value. Louisville Slugger® is a registered trademark of Hillerich & Bradsby Co., Louisville, Kentucky.

JALECO™

The greatest sports game comes to GAME BOY™

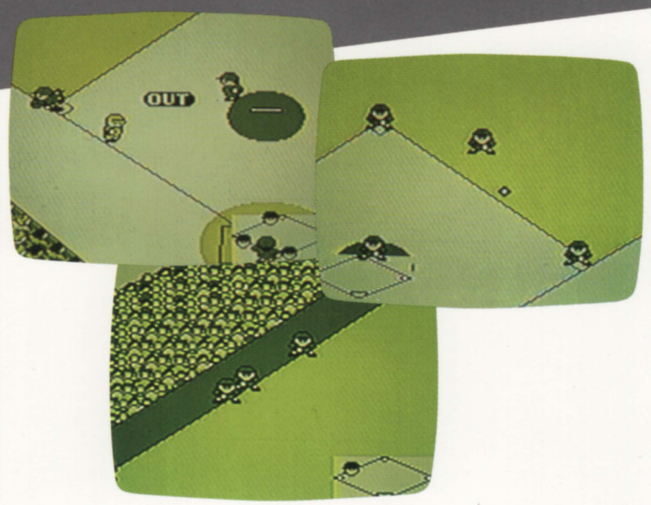
Now it's gametime wherever you go!

What the original BASES LOADED did for home video game players, Jaleco has now done for players on the go. With the help of the new Nintendo GAME BOY, we've taken the best baseball video game ever all the way out of the ballpark: to work, school, vacation, *anywhere* you want some serious sports action!

Featuring two incredible perspectives!

It's hard to believe a game as sophisticated as BASES LOADED would translate so well to the GAME BOY, but the results are truly incredible.

The new BASES LOADED GB offers separate perspectives from behind both the pitcher *and* the catcher—perspectives that move *with* the action once play has begun!



It's got 'winner' written all over it!

We all know that BASES LOADED is still the best-selling baseball game ever made for the Nintendo Entertainment System.® We can also be sure that soon, millions of new GAME BOY owners will be looking for the best games they can find. And that makes the new BASES LOADED GB a sure thing for everybody: retailers, distributors, and especially, the players!

JALECO™

JALECO U.S.A. INC.
310 Era Drive, Northbrook, Illinois 60062
(708) 480-1811

ANOTHER "HALL OF FAME" GAME FROM THE GREATEST NAME IN HOME VIDEO SPORTS.

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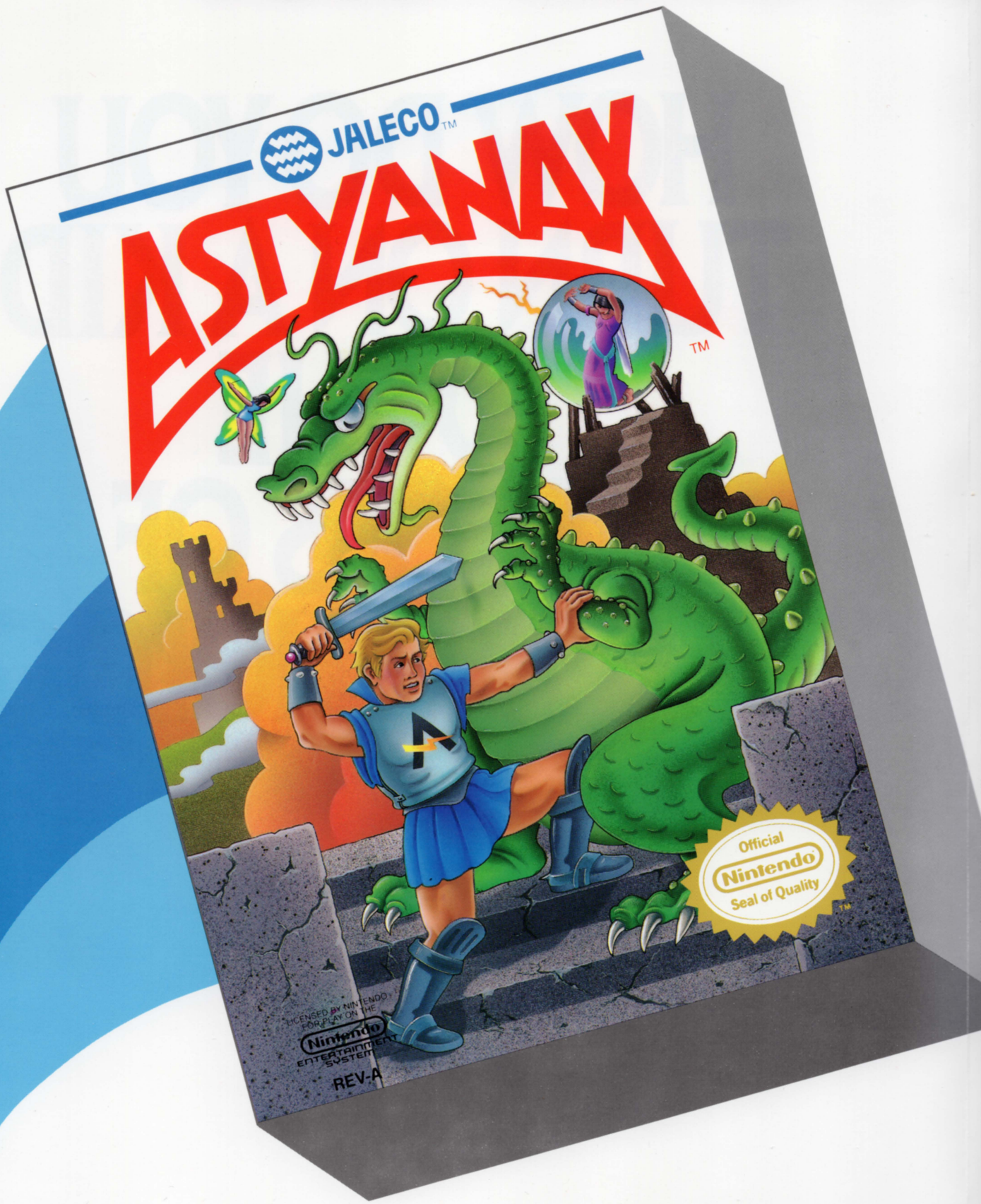
JALECO™

HOW DO YOU TURN ON A KID TO THE HEROES OF GREEK MYTHOLOGY?

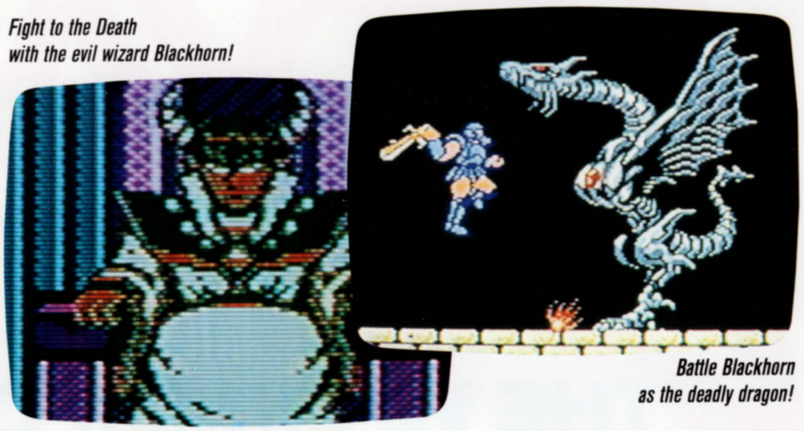
JALECO™

TURN HIM INTO



JALECO™

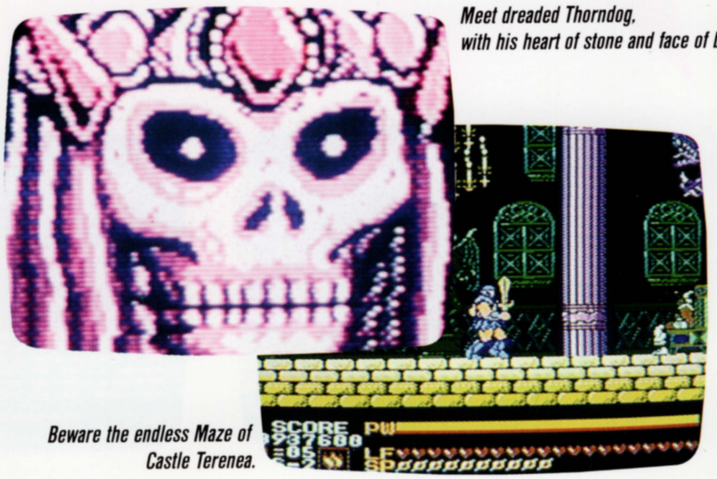
O ONE!



Fight to the Death with the evil wizard Blackhorn!

Battle Blackhorn as the deadly dragon!

ASTYANAX™
THE WARRIOR OF REMLIA



Meet dreaded Thorndog, with his heart of stone and face of bone!

Beware the endless Maze of Castle Terenea.

OUR STORY BEGINS...

With a typical student in a typical high school classroom, lost in a not so typical daydream. Suddenly the scene changes, as his mind wanders beyond the borders of reality, back to a timeless age of myths and magic, demons and dragons.

Suddenly, he is Astyanax, mighty warrior and champion of the mystical land of Remlia. He faces a perilous task, indeed: to track down the evil wizard Blackhorn and rescue his captive, Princess Rosebud. The terrain he travels is at once incredibly beautiful and impossibly treacherous, laden with terrors that would frighten the Gods themselves.

This is adventure without precedent, a fantastic flight stretching far to the very ends of the Earth; only the steadiest hand and most fearless mind may follow. But be forewarned. For Astyanax, there is no turning back.

A MYTH COMES TO LIFE...

In this extraordinary new adventure fantasy from Jaleco. It is a journey that begins in the mind, borne by imagination and catalyzed by an incredibly vivid video landscape to the outermost reaches of electronic gaming possibilities.

With Astyanax, Jaleco programmers have succeeded in capturing the visions of the mind as no other game before it. With an intricate plot line as intriguing as it is complex...player options that demand equal parts strategy and skill...and graphic realism as magical as the story it brings to the screen.

Few games have ever been capable of drawing the player so deeply into the action. So experience it for yourself—take the trip of a lifetime with Astyanax today. Thousands of NES players are about to do the same.

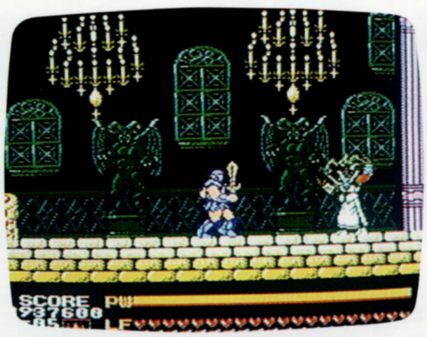
NEW FROM JALECO™

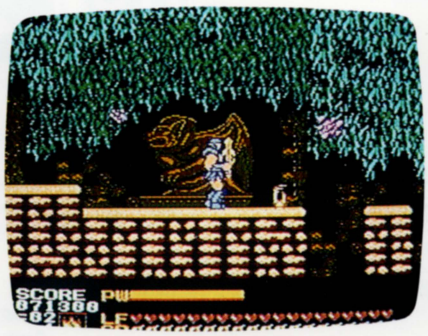
JALECO™

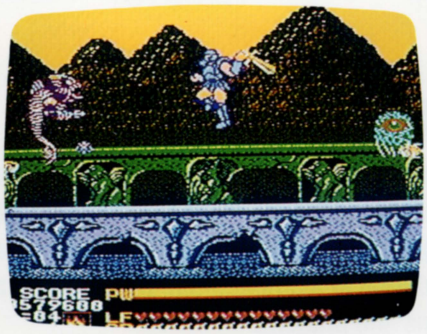
ASTYANAX

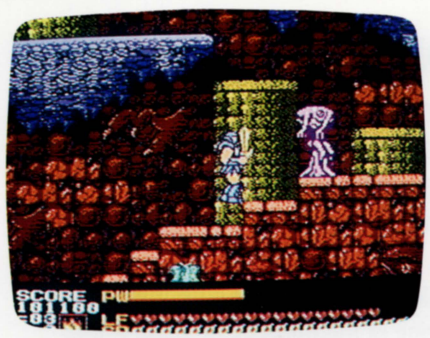
THE WARRIOR OF REMLIA

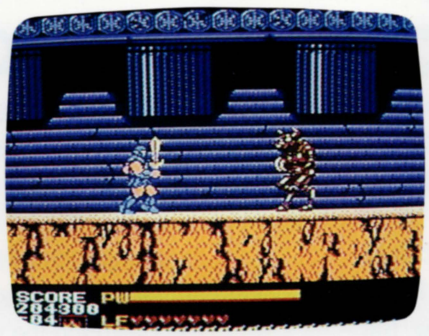
TM

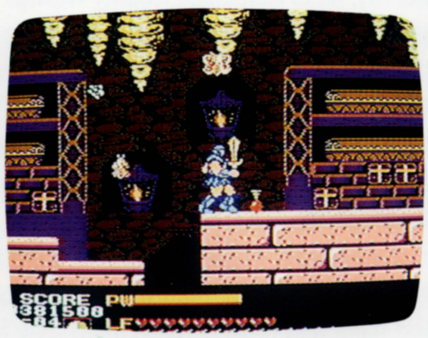












FIRST OF A NEW GENERATION OF JALECO ADVENTURE CLASSICS!

What Jaleco did for sports games, we're about to do for the adventure/fantasy field! The incredible, impossible world of Astyanax is just a taste of what you'll be seeing in the months to come. From mind-boggling roleplaying fantasies to explosive new action features, you'll find the best of what the market demands in the Jaleco lineup for 1990!

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Northbrook, Illinois 60062
(708) 480-1811

Official Nintendo Seal of Quality™

LICENSED BY NINTENDO FOR PLAY ON THE Nintendo ENTERTAINMENT SYSTEM®

QUESTION:

HOW MANY VIDEO GAME MANIACS DOES IT TAKE TO SELL A MILLION CARTRIDGES?

ANSWER: ONLY A

THERE ARE GAMES. AND THEN THERE'S MANIAC MANSION.

Why is there a chainsaw in the kitchen? And a nuclear reactor in the basement? And disembodied tentacles hopping around? And why does that peculiar doctor keep going "Heh, heh, heh..."?

Seems that's what happens when the geniuses of Jaleco and Lucasfilm Games team up to create the most outrageous NES title ever. And the result is half "Rocky Horror Picture Show," half "Addams Family," and all one delightfully demented, diabolically camp classic.

With its brilliant 3D graphics, ingeniously puzzling plotline, and a cast of characters no self-respecting video game maniac can resist, Lucasfilm Games' MANIAC MANSION has captivated computer owners of all ages for two years running. Now it's ready to do the same for the most maniacal video game players of all, thanks to this exclusive new release for the Nintendo Entertainment System from Jaleco!

THERE'S GREAT PACKAGING. AND THEN THERE'S MANIAC MANSION.

Video game packages are supposed to jump off the shelves, right? This one's enough to make you jump out of your skin.

Jaleco's new MANIAC MANSION packaging combines Lucasfilm Games' original design with the distinctive Jaleco "look." And the result breaks free from the "generic" mold we've all seen too much of in Nintendo Entertainment System software.

It's equal parts horror and humor, comic book camp and show biz promotion, with eye-popping graphics every bit as explosive as the game inside. Add to that the pulling power of two of the biggest names in video games—**Jaleco and Lucasfilm Games**—and you can see why this is one package that will raise the pulse of every impulse buyer in the house!

THERE'S ADVERTISING SUPPORT. AND THEN THERE'S MANIAC MANSION.

Ah, television.

We all know kids watch way too much of it, and that's why video game manufacturers can't get enough of it. There's simply no better way to show off a great game than by, well, showing it off.

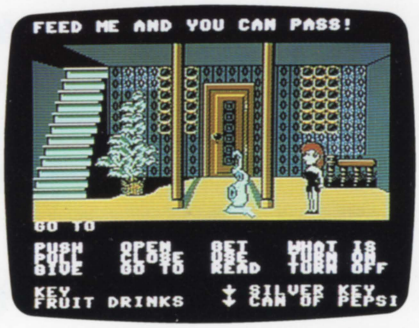
And that's precisely what we're going to do with MANIAC MANSION.

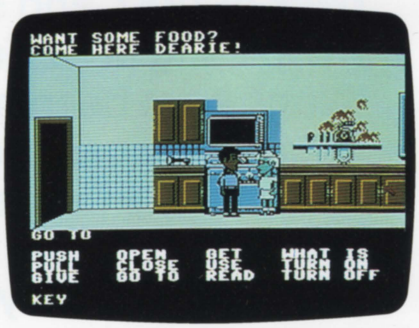
During the second half of 1990, Jaleco will take to the tube as few video game companies ever have in support of a single game. And we'll match that with the same riveting print advertising you've seen behind all Jaleco games—the kind of advertising that can truly dominate the video game magazines. All of which gives us the kind of "1-2 punch" that hits NES players where they live...and gets them looking for MANIAC MANSION where *you* live!

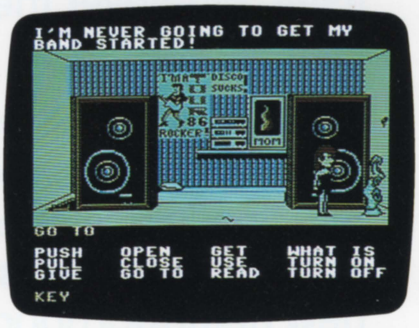
HOUSEFUL.

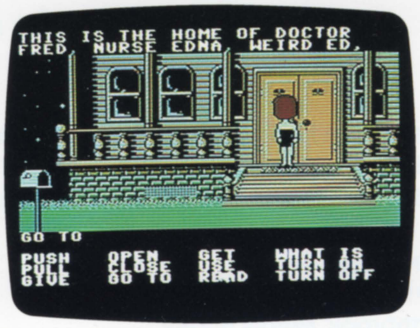
LUCASFILM™ GAMES and JALECO™ present
MANIAC MANSION®

JALECO™
Maniac Mansion®
BASED ON THE ORIGINAL LUCASFILM GAMES
LICENSED BY NINTENDO FOR PLAY ON THE
Nintendo ENTERTAINMENT SYSTEM®
Official Nintendo Seal of Quality



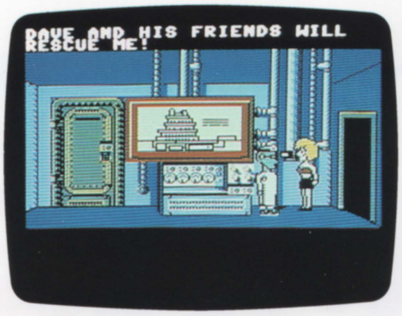


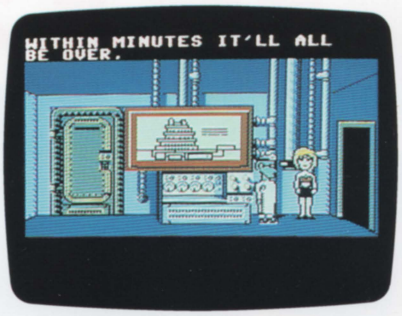


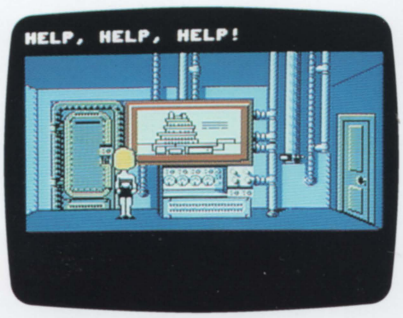


New from JALECO™

LUCASFILM™ GAMES and JALECO™ present MANIAC MANSION®







THERE ARE MONSTER HITS. AND THEN THERE'S MANIAC MANSION.

RUN Magazine rated it the "Graphic Adventure of the Year." So did **Power Play, Isaac Asimov Magazine, Compute! Magazine** and **Commodore Magazine.** Even the **New York Times** joined the party.

In fact, ever since that meteor landed back in 1987, and strange things started happening at Dr. Fred's old mansion, big things have been happening at the computer game cash register. Maybe it's the magic of the Lucasfilm name. Maybe it's the word of mouth of millions of computer owners. Maybe it's just the game itself. Whatever the cause, the effect is clear.

MANIAC MANSION is the computer game of the decade. And now that Jaleco has finally delivered it for the Nintendo Entertainment System, it's got a whole new neighborhood to take over—and a new decade to do it. You can bet on that!

LICENSED BY NINTENDO FOR PLAY ON THE Nintendo ENTERTAINMENT SYSTEM®

Official Nintendo Seal of Quality™

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310 Era Drive
Northbrook, Illinois 60062
(708) 480-1811

1990 JALECO MARKETING AND ADVERTISING PROGRAM

JALECO™

JALECO AND NINTENDO. FUN FOR THE FAMILY.

Family fun continues for Jaleco and Nintendo®!

- **By December 1990, almost one third of all U.S. homes will own a Nintendo Entertainment System®.**
- **Approximately 70 million NES® software cartridges will be sold during 1990.**
- **Nintendo Game Boy™ sales are projected to achieve 6 million units by December 1990.**
- **Game Boy cartridge sales could reach 18 million units by December 1990.**

JALECO AND YOU. FUN FOR RETAILERS.

Jaleco continues to offer retailers "games of choice"!

- **Jaleco's sports games are #1 hits.**
- **Jaleco's adventure classics set the standard for game playing enjoyment.**
- **Jaleco's product development assures you a wealth of great games.**
- **Jaleco's consumer research listens to what your customers want.**

JALECO AND YOUR CUSTOMERS. FUN AND GAMES.

When it's time to shop, your customers will see these from Jaleco.

- **Bold, eye-catching NES and Game Boy packages that leap off the shelves.**
- **Game playing hint books and colorfully designed point of sale brochures.**
- **Sweepstakes and contests offering your customers prizes and cash.**
- **Tie-in promotions with nationally promoted products.**

JALECO REACHES ALL NES PLAYERS.

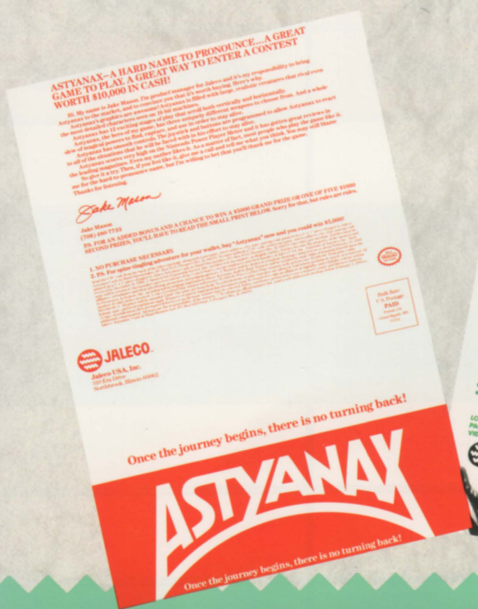
Jaleco's multi-million dollar advertising and promotion efforts are designed to drive NES and Game Boy players into your store.

- **Jaleco reaches all game players—kids, teens and adults.**
- **Provocative :30 television commercials create awareness and demand for Jaleco games.**
- **Four-color spreads and single page ads appeal to all game players.**
- **Special promotions attract hard-core game players and gift-givers to select Jaleco.**
- **Direct mail campaigns to three quarter of a million bonafide Nintendo owners pre-sell Jaleco games and drive buyers into your stores.**

Dream Season.
Indielders dive for grounders in the hole. Outfielders crash into the wall to snare long drives. Sluggers take the curveball to the opposite field, or pull the inside fastball down the line.
In this game, you control it all, and much more. With special biorhythm/conditioning charts that give you the vital information you need to set your lineup. So you know when to pull a tiring starter. Or go to the bench for a hot pinch hitter.
It all adds up to a dream season for every game player who likes to use his head as well as his hands. So get into "Bases Loaded II: Second Season." At your favorite video game store now.
Bases Loaded II SECOND SEASON
JALECO
Live Action That Never Ends.

Catch of a Lifetime.
GAME BOY
Bases Loaded
The power of serious baseball action in the palm of your hand—that's what you get from the new GAME BOY™ edition of "Bases Loaded." Featuring all of the dazzling plays and realism that made "Bases Loaded" great at home, captured from two separate perspectives that actually move with the action.
"Bases Loaded" for GAME BOY. Catch it at your favorite video game store now!
Live Action That Never Ends.
JALECO

The legend lives on.
ASTYANAX
The name is Astyanax™—a 377-a-nix—and the game is unrelenting, mind-boggling action. Trapped in the nightmare world of Remlia, his only path back to reality is blocked by a hostile army of incredibly large and hostile monsters. His only hope: rescue Princess Rosebud from the clutches of the evil wizard Blackhorn.
A story in 12 stages of countless characters.
How do you kill the Living Dead? Put out the fire of the Flaming Polyp Plants? Chop off the heads of evil Caesar's mutant bodyguard? That's just a sampling of what Astyanax faces, and that's just Stage 1.
3 magic spells, fueled by 5 mystical power sources.
At your command are: Bind, to freeze your enemies in their tracks. Blast, a furious fireball which few can survive; Bolt, an awesome charge of deadly destruction. Choose your weapons carefully—axe, spear or sword. Wield them mightily to smash the Gold Statues and collect their power items. Power Supply increases your striking power. Potion restores lost life; 1-Up gives you an extra life. Wing enables you to swing your weapon faster; Cutie changes weapons or increases spell power.
Astyanax is filled with large, realistic creatures that rival the most detailed 16-bit characters on the arcade today. There are 12 exciting stages of play and vertical and horizontal scrolling levels that constantly expand the kingdom of Remlia—features that place Astyanax high on the Nintendo Power Player Meter.*
If you'd go to the ends of the Earth in your search for the perfect video game for your NES* you're certain to find a home in Remlia. With Astyanax
JALECO
Live Action That Never Ends.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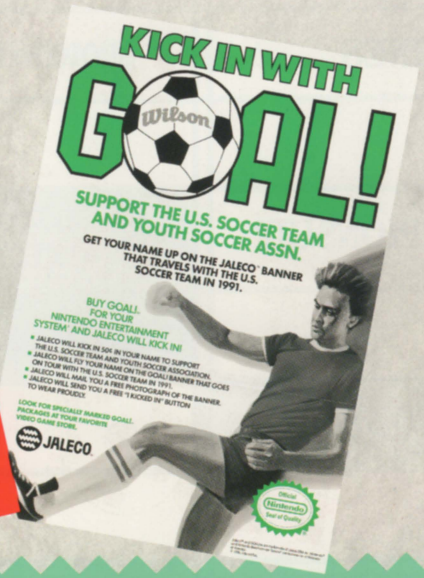
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The power of serious baseball action in the palm of your hand—that's what you get from the new GAME BOY™ edition of "Bases Loaded." Featuring all of the dazzling plays and realism that made "Bases Loaded" great at home, captured from two separate perspectives that actually move with the action.
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ASTYANAX			
SPORTS GAMES ADVENTURE CLASSICS	SPORTS GAMES ADVENTURE CLASSICS	SPORTS GAMES ADVENTURE CLASSICS	SPORTS GAMES ADVENTURE CLASSICS
SPORTS GAMES	SPORTS GAMES		
BASES LOADED II ASTYANAX MANIAC MANSION	BASES LOADED II ASTYANAX MANIAC MANSION		
MANIAC MANSION			
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Bases Loaded II
SECOND SEASON
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Louisville Slugger

Dream Season.

Infielders dive for grounders in the hole. Outfielders crash into the wall to snare long drives. Sluggers take the curveball to the opposite field, or pull the inside fastball down the line.

In this game, you control it all, and much more. With special biorhythm/conditioning charts that give you the vital information you need to set your lineup. So you know when to pull a tiring starter. Or go to the bench for a hot pinch hitter.

It all adds up to a dream season for every game player who likes to use his head as well as his hands. So get into "Bases Loaded II: Second Season." At your favorite video game store now.

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"Bases Loaded" for GAME BOY. Catch it at your favorite video game store now!

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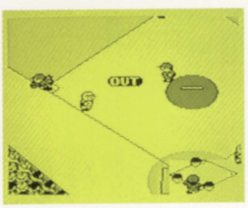

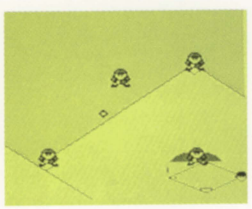

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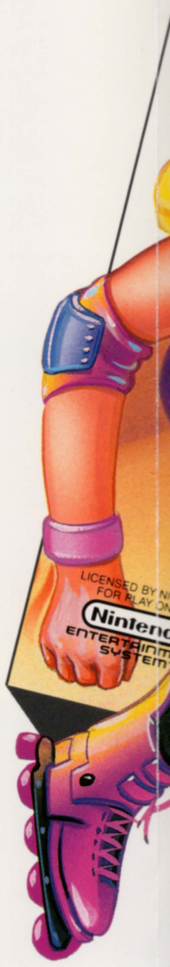
SLAM!

POW!

OOOF!

WAR ON WHEELS™

IF YOU LIKE THE LIVE ACTION OF ROLLER DERBY, YOU'RE GONNA LOVE...



Play fair? Play by the rules? Who are you kidding?

This is Roller Derby, where the only rule is "anything goes," and the action never stops. And **WAR ON WHEELS**™ puts you right in the middle of it, in a round-robin tournament for the international championship!

Everything you want is here: the sneaky fast skaters and bruising jammers, and all their grabbing, punching, hair-pulling, body-slamming tactics...whatever it takes to pass opponents and score the points you need to win your match and advance to the next round. Even the fans are crazy, and more than willing to join in the brawl!

In fact, the only big difference between **WAR ON WHEELS** and "real" Roller Derby is that you don't know who wins until the

New from JALECO™ Live action that never ends.

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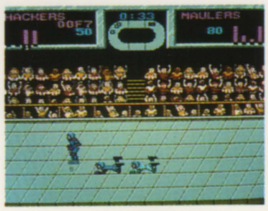
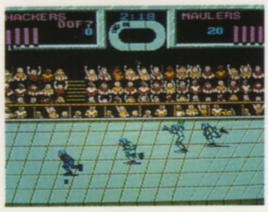
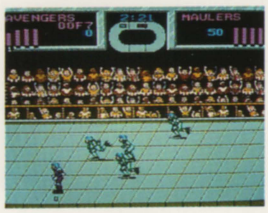
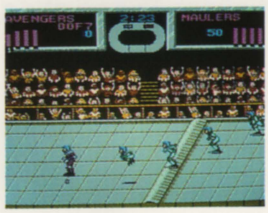
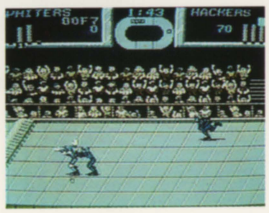
WAR ON WHEELS™











final whistle blows. Because, whether you're playing against an opponent or alone against the computer, there is no "script." So if you're gonna win the world title, you're gonna have to fight for it.

And we mean *fight!*

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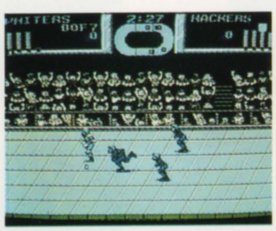
WAR ON WHEELS™

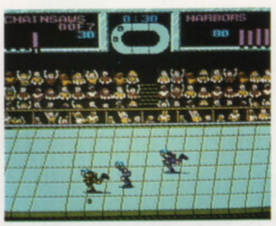
JALECO ROLLS ANOTHER BIG WINNER!

Now that this American sports classic is ready to roll into the NES® arena, are you ready to cash in on it?

WAR ON WHEELS offers you the video game "franchise" on one of the most popular phenomena in the history of televised sports. And it comes in typical Jaleco style, with all the breathless action, graphics realism, and competitive fire your customers have come to expect from such sports classics as **BASES LOADED,® GOAL!™** and **HOOPS.™**

In **WAR ON WHEELS**, they'll find a game that's every bit as real as the Roller Derby itself, right down to fist-to-fist brawls at trackside. And *you'll* find a title that's truly the "only game in town" for the millions of Roller Derby fanatics who'd like to write their own script. So get in on the craze. Get **WAR ON WHEELS** today!





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GET READY FOR THE GREATEST MYSTERY IN MARTIAL ARTS HISTORY!

THE LAST NINJA™

Voted
GAME OF THE YEAR (1988)
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EVEN ARMAKUNI, THE MASTER NINJA OF THE 9TH CENTURY,

wasn't ready for this. One moment, he's meditating on his crushing defeat at the hands of the Evil Shogun; next thing he knows, he's a stranger in the strange land of modern day Manhattan.

Yet Armakuni knows why he has made this journey, and why he must continue it. Because somewhere in this vast city of the future, the Evil Shogun lurks, and the Final Battle looms.

A MAGICAL MYSTERY TOUR IN 3D!

THE LAST NINJA™ is the story of a long and perilous journey through the most vivid 3D landscape you'll see on a video game screen. Success demands mind over muscle as you guide Armakuni through 7 mysterious stages and countless screenscapes, battling supernatural enemies coming at you from every conceivable angle.

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THE LAST NINJA™
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New from

JALECO™

Live action that never ends.

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THINGS ARE NEVER WHAT THEY APPEAR TO BE.

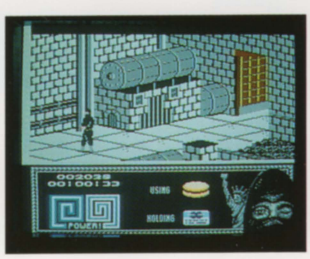
Progress through each stage depends on your ability to master each screenscape, discovering and memorizing the meaning of every object you encounter. Because nothing is quite what it appears to be. A sip from a bottle quenches more than your thirst; a bite of a hamburger feeds more than your body.

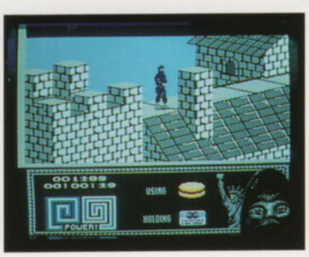
THE LAST WORD IN NINJA GAMES FOR NES.®

Far from the one-dimensional punch-outs that pass for martial arts video games these days, THE LAST NINJA is truly a "thinking man's game." Virtually every move you make demands sound decision-making and precise movement in three dimensions; even in the heat of battle, you must out-think your opponent with every punch, every kick.

It adds up to the most riveting adventure ever made for the Nintendo Entertainment System.® So make sure you have plenty of copies in stock. Then, watch THE LAST NINJA cast his spell!

SCREENSCAPE AFTER SCREENSCAPE, THE JOURNEY IS ENDLESS EXCITEMENT!





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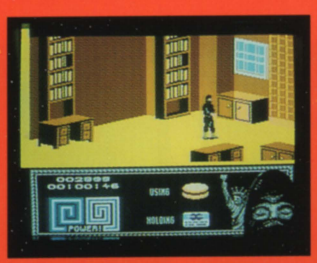
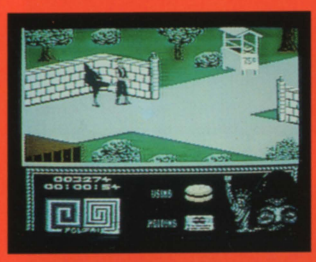
THE LAST NINJA™

FIND ALL THE CLUES...



...THEN FIGHT TO THE FINISH!



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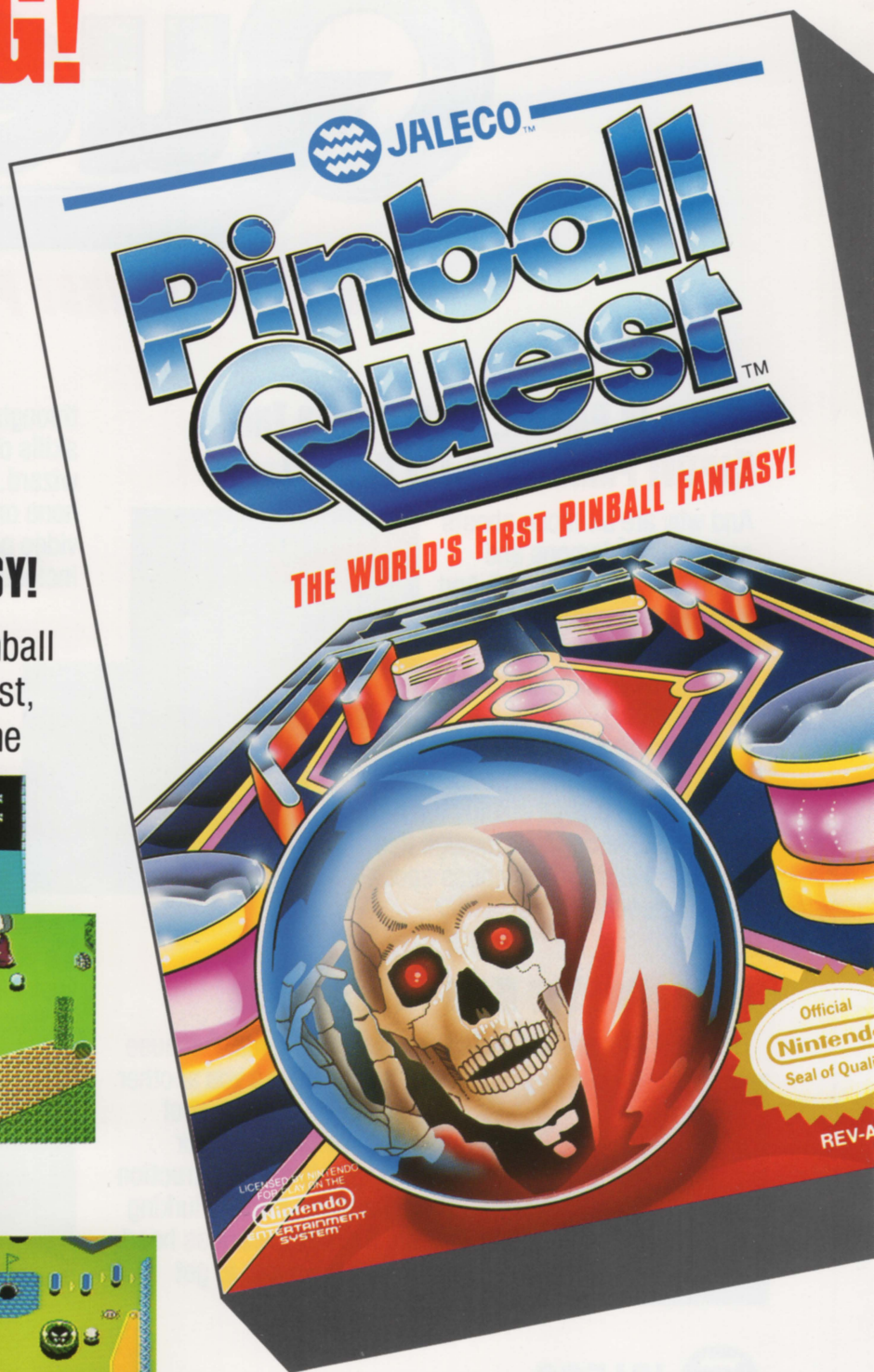


JALECO BREATHES NEW LIFE INTO OLD-FASHIONED PINBALL WITH THE WORLD'S FIRST MULTI-SCREEN PINBALL FANTASY!

Forget everything you know about pinball games. When we created Pinball Quest, we tore up the book and rewrote all the rules. And the result is the most mind-boggling fantasy game of the decade!

JALECO™

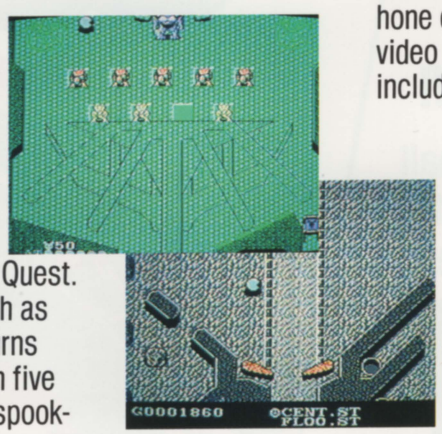
Pinball Quest™

THE WORLD'S FIRST PINBALL FANTASY!

IF THIS IS PINBALL, WHAT'S WITH THE CAPTIVE PRINCESS IN THE CASTLE?

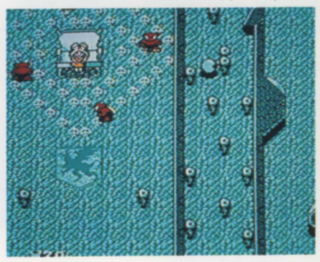
And why are all those ghosts and goblins, demons and witches running around? And why are they chasing you through a maze of dusty passageways and deadly doorways?

That's the magic of Pinball Quest. What begins innocently enough as simple video pinball quickly turns into a treacherous trek through five distinct levels and countless spook-laden screens.



EVERY MOVE YOU MAKE TELLS A STORY.

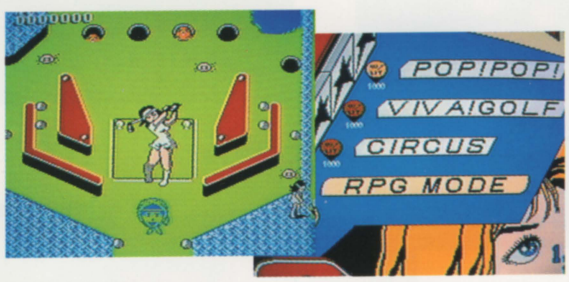
There's a lot more to scoring points in this game. Because every shot can take you another step closer to your quest of rescuing the princess…or another step toward destruction at the hands of the Evil lurking within. It takes a fearless heart and a fast mind just to get through. It also takes the skills of a true pinball wizard…which you can hone on the three other video pinball games included on this cartridge!



FOUR GAMES IN ONE!

That's right—Pinball Quest also includes three other action-packed video games in a pinball format. So if you want a break from touring the castle, try spending a day at the CIRCUS. Or hit the links for a round of VIVA! GOLF. Or try your hand at classic pinball in POP! POP!

There's never been so much action in one NES cartridge—it's virtually a video game library in one little package! So if you're looking to add punch to your video game sales, look no further. Put the power of Pinball Quest to work for you today!



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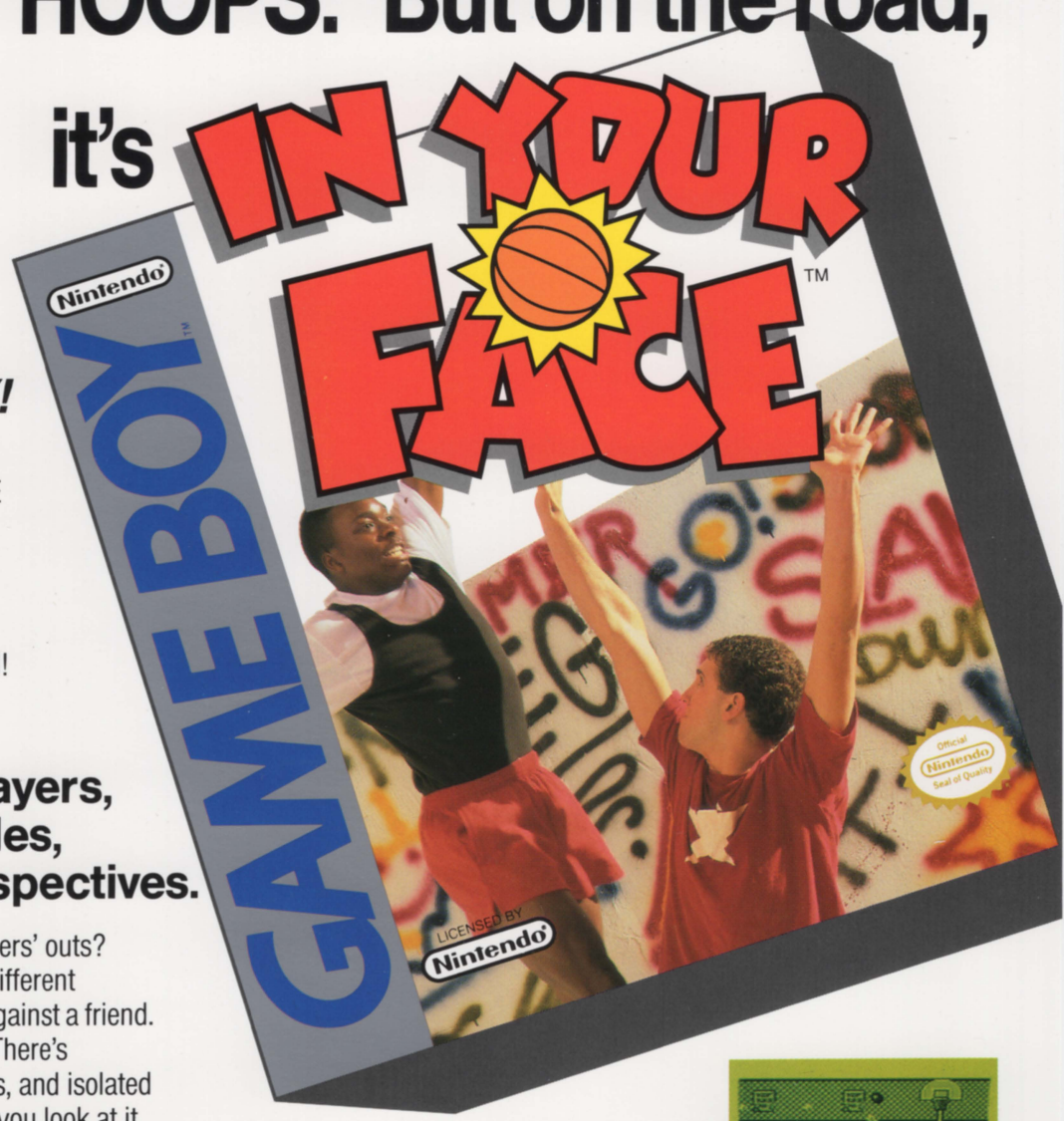
JALECO™

At home it's "HOOPS." But on the road, it's IN YOUR FACE™



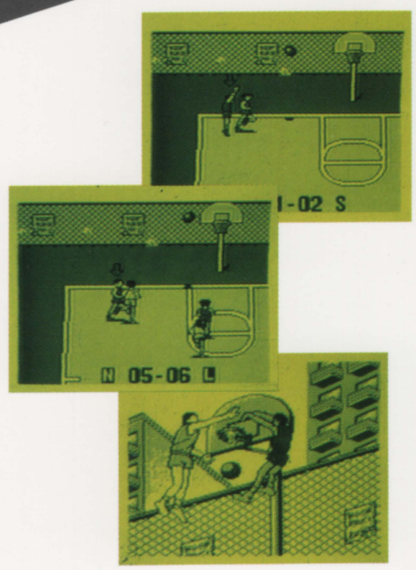
OFFICIAL GAME BOY GAME PAK

THE Game for *GAME BOY!*

Finally, a game that lives up to the promise of the Nintendo GAME BOY®! IN YOUR FACE delivers all the same fast-paced action and playground realism that made the original HOOPS one of the best-selling sports video games ever. If you thought it was amazing at home, just wait till you take it on the road!

Playground players, playground rules, playground perspectives.

One-on-one or two-on-two? Winners' or losers' outs? Play offense; don't forget defense. Choose different players and different games, play alone or against a friend. Tournament play keeps up the excitement. There's even a closeup shot of the opening coin toss, and isolated perspectives of breakaway dunks. Anyway you look at it, this is roundball action at its very best: playground style!



Official Nintendo Seal of Quality

Another 'can't miss' prospect from the greatest name in video game sports!

Coming on the heels of such stunning success stories as BASES LOADED,® BASES LOADED® II: SECOND SEASON,™ BASES LOADED® GAME BOY, GOAL!™ and HOOPS,™ IN YOUR FACE is a sure bet to win big at the box office. After all, millions of GAME BOY players are out there looking for the same kind of incomparable sports action. And if basketball is their game, IN YOUR FACE is the only game in town!

JALECO™
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ANOTHER "HALL OF FAME" GAME FROM THE GREATEST NAME IN HOME VIDEO SPORTS.

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